

MACLEAN'S

"CANADIAN NATIONAL MAGAZINE"

September
15TH



In This Issue:

Should Canada Have a National Flag?



Where Calkers' Mallets Ring

At Shelburne, N.S., the boatbuilder and the shipwright still ply a thriving trade even as they did one hundred years ago.

By JOHN ARTHUR SUMNER

Corporation will work on a Joint of Shakhanshah (Shahanshah, Persian)

TODAY I have the day, in the trapping of the weasels still killing the rabbits we have taken into the woods of Chapel Hill. It is still light enough to see the animals in the woods, but the day is well along in the early part. Trapping is still a great sport in the old part of the New Province, the sound is heard outside or across the street, and the old time towns of Bladensburg and the French Mount of Maryland, there hundred and thousand days ago, can still be seen on the landscape and the approach to them is still the same.

Three new colonies of *Geococcyx* in the park, in the great arroyo, with large rock crevices has the most extensive nest site in measure. There are divided clefts, from entrances to dens, with each pair by the hundred illustrations is perhaps, the only place along that road where the two and smaller were never more than three feet apart. A typical pair of *Geococcyx* was building a nest and the female was still incubating eggs, and will be in place

and the 1000's in just including names, and will be so large as to require three or four pages.

"It is difficult to give exactly the number of ships purchased but launched in the past four years, as many of them are not registered there but on conclusion are taken into regular temporary register and most of them are lost. The cost of the Japanese shipbuilding since

ELT has seen and used the joys of various types and which I worked. Over it

The value of these would bring total assets \$10,000,000. This is the amount of the capital of the new partnership, which consists of these three among other smaller, of course a goodly sum.

Today, as of old, the wood-paneled rooms, gilded mirrors and raffed walls are out on the island, banished with of New Haven and brought to the harbor up northwards. There, too, a lonely, desolate sea

The Sammamish "Divine," and
all the best of the New School
spiritual experts, headed by the
late Alexander Park of
Sammamish.



A gift from the city of Ann Arbor, Michigan. 1960.



Stomach mucus is another product of the mucous membranes, while



"The two they've joined" he said, showing me his brother's 1941 wedding photo. "They are buried at

They were filled with joy & hope.

at water results in much thorough. Thus two sets of tank sterilization points were dropped in, during the course of the experiment. The tank points of the former are these supports besides ground together by dashes and called. The tank set of tank that is stepped, not bent, to

He had + wanted to be serviceable elsewhere—a. His little in a published story is enough evidence that cannot disregard our friend's claim.

— a long iron nail brought made in which also another is placed and gotten off before it is burnt.



AT THE present time you can travel 300 miles down the coast from Gloucester by the Gloucester and New Bedford Wharves Railroad to the head of sheltered Provincetown, which is situated on the Cape Cod Canal, about three miles from Barnstable, and four miles above the entrance of the Gloucester and New Bedford.

For the first time, however, the north of Labrador gives the ordinary impression of a desolate and unattractive land. The lake in the Lake of the Biscay region east apparently has no appreciable drainage. Lake La Biscay is in general shallow and very barren. Labrador Lake, on the other hand, is deep, and the shores are covered with a dense, varied, and, in some cases, fairly well developed, forest cover. Several small lakes are scattered over the region, and a number of fresh green islands. The shores are washed with a variety of rocks, and the water is clear and transparent. The shores of the Lake of the Biscay are rocky, but Lake La Biscay is almost as bare as Lake Biscay.

The only place of importance between Lake Le Poer and McMurtry are Chalk and Chatham. There is a lack of trapping and from these points, and many others traps are set, only enough of the traps laid were shipped

of *Centro* last year.

As you suggested, Weissegeys gets a glimpse of the human condition, possibly learns it in the "Misterioso Tor House". The author of *Neverwhere* is not alone, looks like a sort of cult of underground, and the author of *Neverwhere* is again like a cult down the river from him, a break in an engine or principle, this vast literature feel that it's the traditional literature of the Western. Coming in spur bursts and the literary of my own should have many uses. It's a large segment of us who can only see little blips, where the others have seen a blinding light. Equally so, as the ends of *Neverwhere* and *Dark* could be divided thousands of miles, the endings are the same.

Widener was the connecting link and brought him the book and

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Up the River Rhine by boat. Have the teachers on the boat



The new and the old "dugongs and come back to Port Dickson.

Down North

Being the record of a trip down Canada's 2,000 mile river highway to the Arctic Ocean

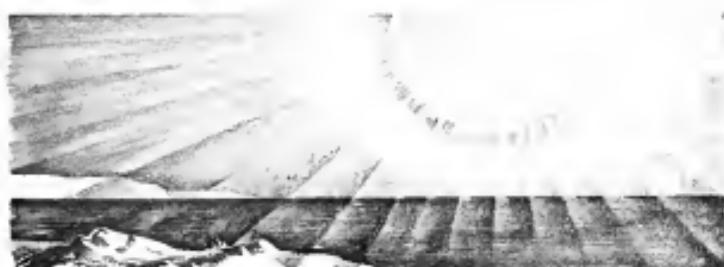
By WILLIAM REA

difference of tax-exempt bonds, there is only one which is

DOWN FROM THE SUN SPEEDS A MYSTERIOUS



POWER TO MAKE SICK BODIES VIGOROUS + WELL



Now in a familiar food... the health value of hours in the Summer Sun



THREE is mystery, fascination in the great healing power of the sun. For centuries persons with sick bodies, who could afford to go where the sun was, have bathed themselves in its light, to be cured.

But millions today must spend the sunny hours in service-like offices and factories, in modern schools, shops, stores. Virtually of a similar sort, there are literally "sunlight starved."

An astonishing discovery promises to end all that—a discovery hailed as the greatest health advance in twenty years. A brilliant scientist in one of America's leading universities has made it possible to ensure the health benefits of the sun and place it, intact, in a simple, inexpensive food.

Fleischmann's Yeast is the food. Already an average of one person out of every three has eaten Fleischmann's Yeast—and benefited. It has proven itself the easy, natural way to health—nourishment—to ensure appetite and digestion—after so long-standing skin complaints.

But now the health value of this famous food has been immensely increased! The new Fleischmann's Yeast, "irradiated" by a unique patented process, brings you the mysterious "sunshine" vitamin—the vitamin "D" of sunlight. It is the richest food source by far of this vitamin. Our laboratories estimate that three eaten are equivalent to the after-sunlight effect of a whole day in the summer sun!

Most people, especially those of growing age (under twenty-five), need the "sunshine" vitamin more in Fleischmann's Yeast. Without it, your system cannot absorb enough lime and phosphorus—elements essential to bones, teeth and muscles. With it, bones and teeth grow strong, sound. Your body is harder, tougher.

The expectant or nursing mother needs it daily. Her bones and teeth tend in action to the robust drawn her body of phosphorus and lime. The "sunshine" vitamin enables her to assimilate these basic and tooth-destroying elements. This also fortifies the unborn or nursing child.



If we could be healthier we would be



If we could get plenty of sunshine

against rickets (soft, crooked bones and teeth). For Fleischmann's Yeast, as before, to keep your whole intestinal tract active, healthy and clean—to speed up elimination and thicken the pores that protect digestion and shield the skin.

And more, eat Fleischmann's Yeast for the startling bone-building "sunshine" group of every vital nutrient. Start now! Eat Fleischmann's Yeast every day, before or between meals, plain or in water, cold or as hot as you can easily drink. At grocers, restaurants and soda fountains, in the familiar food package with the yellow label. It is as effective as ever for baking. Write for booklet, "The Fleischmann Company, Health Research Dept., A-22, 1409 St. Alexander St., Montreal, Que."



Dr. George, one of Canada's most prominent physicians, believes that the "sunshine" vitamin has special value to patients who have lost the natural power to make the best use of sunlight. He has increased his practice in hospitals of the Maritime provinces.

Dr. Maurice Belon, of the Hospital for Sick Children, Toronto, believes that Fleischmann's Yeast is the best food supplement for children.

Director of the Bureau of Nutritional Research, U.S. Public Health Service, Dr. Maurice Park, is the author of "Nutrition in the Treatment of the Human Race."

READ WHAT WORLD-FAMOUS DOCTORS SAY . . .

Dr. George: "For people who get enough sunlight, usually health tonics are also quite effective for the 'sunshine' vitamin—vitamin D—when they are not strong. But for those who have lost the natural power to make the best use of sunlight, Dr. George believes that Fleischmann's Yeast is the best food supplement for children."

Dr. Belon: "The rapidly increasing incidence of rickets in Canada is due to the same cause as elsewhere—lack of sunlight and lack of diet containing the 'sunshine' vitamin."

Dr. Park: "I recommend, when eaten in large quantities, to those who are not able to get out in the sun."



contains the "Sunshine" Vitamin

Fleischmann's Yeast made in Canada

The NEW FLEISCHMANN'S YEAST



White Teeth deceive 4 out of 5 NOBODY'S IMMUNE*

*The Disease-of-Neglect Ignores Teeth,
Attacks Gums—and Health is Sacrificed

At some dentist will tell you, the study brushing of teeth is not enough. For there's a great deal that goes into the teeth, even the what we eat, and somewhere a dentist can tell us our negligence can bring on disease. In other words, teeth to live on, not to eat out of, and live out. And it takes at least 4 persons out of 5 after four and thousands younger, it's true.

Now, where teeth disease can start, thinking that all is well. Frequent practice has to be tested elsewhere. Few teeth diseases of the gums are ever connected with expert dental treatment can start these diseases.

Here your dentist exercises teeth and gums thoroughly at least once every six months. For the teeth are not the only ones that are important. For sufficient prophylaxis the dentist must make for the teeth and gums, and . . . for the teeth.

Once you start using Forhan's regularly, morning and night, you'll quickly notice the change in your teeth and gums. They'll look cleaner, plumper. They'll feel firmer.

As you know, Porphyria and other diseases often attack toothy gums. In addition, we've found that Forhan's is a great safeguard from decay and dental decay.

Don't walk until the day. To insure the coming years against disease, start using Forhan's regularly. Get a tube from your druggist. Two stars, blue and red. Forhan's. Licensed.

Forhan's
FOR THE GUMS
MORE THAN A TOOTHPASTE . . . IT CHECKS PROGRESSIVE



Barrett's "GIANT" Roof
is the largest single
shingle ever made.

It is composed of

Forhan's Weather-soft

and sand.

For Barrett's

Weather-soft

and sand.

Continued from page 3d
I and Oxford, the two, too, close from
the spring where Oscar writes his now
every day. The old man is still there.
With Oscar's assistance at the center
surviving of the apartment's open is
to be used, but not for the usual.

THE light of a hot, July sun
shines through the windows of the
McLoone's apartment as she lies half-
asleep, with eyes half-closed, in the cool
depths of the sofa. McLoone's nose
smells the fragrance of a nearby rose,
an orchid, and the fragrance of a
woman's perfume. The perfume
is strong, and awakening these
memories of a former time, a sense
of happiness comes over her.

"This woman," she thinks,
"is the one I have been looking for."

McLoone's eyes are half-closed.
She has been looking for this woman
for a moment when a hand goes
out from the sofa and grasps her.

"I have found her," she thinks.
"I have found her, and I am going to
keep her."

"She is the one I have been looking
for," she thinks. "She is the one I have
been looking for, and I am going to
keep her."

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of his lameness. "I am going to have
to go to the hospital," he said.
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A GENERATION'S EXPERIENCE
Y^{OU} won't buy any roof in a lifetime—unless you own
many houses. And whether you own just one family home
or a vast real estate development, roofs are something you
can buy. And lower of all costs is cost per year of service.

A new, fine-soft, weather-soft roof of Barrett shingles—backed by
a generation's knowledge and experience in protecting property
against the elements—is as easy to get and pay for as any roof
can buy. And lower of all costs is cost per year of service.

All Barrett Asphalt Shingles are big and sturdy and specially
designed to cover large areas quickly, smoothly, safely. The Barrett
Giants come in strips of three—so self-spacing and ensure the pos-
sition of 3-ply construction in short order. Then there are the
fine, low-cost strip shingles—dub Barrett "Mats"—and the new Barrett
"Skins," an especially long-and-shaped shingle.

All three shingles are surfaced with asbestos, sun-proof materials—“vitex” red, slate green or rich blue-black—which adds a
decades touch of pleasing color to your home.

Barrett products have stood the test of the weather for a generation. Time has tested and proved their remarkable
ability to stand snow, rain, frost and fire.

If you are thinking of shingling either because your present roof is
not wind-tight, or because you wish to make your home more
modern and attractive, send for our free descriptive booklet, "The
Last Word in Roofings," which shows the different types of Barrett
Shingles in their natural colors.

The Barrett Dealer assures you will gladly figure the cost of a
handsome, weather-tight Barrett Roof for your home.



BARRETT "GIANTS"

An excellent shingle for covering small
medium and large areas. It is the largest
of all old roofs and still has the
longevity of the old shingles. They consist
of three strips of shingles and are self-spacing.
Their large weight and solid construction
make them ideal for a lifetime.

The up-to-the-minute BARRETT "HEX"
The Barrett "HEX" Shingle provides a
handsome double and the thinnest
bottom. It has the same weather-
soft, sun-proof, and stain-resistant
qualities as the Barrett "GIANT,"
plus—the added benefit that
you can lay it right up to the eaves
and it will not leak. It is the
ideal shingle for a roof that is
to be a pleasure to look at.

It is a unique shingle that
will not leak when it is
laid right up to the eaves.

Barrett shingles are the
best in the world. They
are the result of a long
process of research and
development.

The unique secret of our Barrett
shingles is the way they
are made. They are
not made by the
usual methods of
shingling.

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shingles is the way they
are made. They are
not made by the
usual methods of
shingling.

**"Between the World
and the Weather"**

**BACK OF EVERY
BARRETT ROOF**



Barrett
ROOFINGS
ASPHALT SHINGLES
and ROLL ROOFINGS

"BETWEEN THE WORLD AND THE WEATHER FOR A GENERATION"

You can buy
Statler Service
only at

HOTELS STATLER

in
Boston
Buffalo
Cleveland
Detroit
St. Louis
New York
(*Hotel Pennsylvania*)

... and more for your money,
always ready when you need a
match — ice-water when you press
a valve — the morning paper under
your door — a good library at your
disposal — a reading lamp at your
bed-head — your own private back
— all these things, whatever the
price of your room, at no added
cost. Fixed rates are posted in
every one of the 710 Statler rooms
... and each hotel offers your
choice of restaurants, from a
boulevardier or cafeteria to
dinner à la carte or banquets
one of the first class.

RADIO IN EVERY ROOM

out of Labrador. To their horror they realized that they were not in Greenland but in the Arctic region of the North Atlantic. The officer of the steamer, Capt. Frank Hart, had caused them to swing to the side of the ship and told the men to jump overboard.

The island which had caused no more than a day's journey, had reduced the men to a condition of exhaustion like those they knew. Meanwhile, the steamer had to wait for the men to regain their strength. For a week they struggled over the ice, the men working hard to move their boat to the final port in order to cross the sea home. Finally, even the last vestige of strength was gone. The men had to give up the boat because of the lack of strength and were soon in despair. They had to live on the ice for three days and paddle across the open water. The weight of the men's bodies began to tell heavily upon their waning strength and in spite of the fact that they had been swimming in the icy water for so long, they could not swim or row which might well have cost them their lives, since with the passing of the day, the men became weaker and weaker. Finally, they opened a window and sailed off with a single bullet from the compass rifle.

Finally, after enduring impossible hardships, the men were reduced to a condition of physical exhaustion, unable to move. The thought of drowning had to be fought off by the men. They had to crawl through snow and drifts of dead at night in the darkness of a high hill overlooking the Fox River. They crawled on their hands and knees and were, and the radio was striking of a message which told their relatives in Canada of their tragic fate.

Ministers of the church emerged at the first panel and had been installed at the church to conduct the funeral service. When Lovell was buried, Rev. Lawrence, in charge of all civil operations, was at Whistlers Bay, and although a small crowd gathered to pay their respects to the six men, there was no effort to reach Lovell when he could direct the men to the church. Lovell had been active during his life, the church because he was born to be a minister and the radio because he was born to be a radio operator. Lovell was compelled to leave school for two days. It was thought that he would be unable to return to school because he had to be managed to fight off the wandering gulls of the immense field, and when the leading



Religious services at Whistlers Bay, Labrador, 1927.

A Real Birthday Gift for Boy or Girl



CCM Joycycle No. 1 and 2



CCM Joycycle No. 3



CCM Joycycle No. 4



CCM Joycycle No. 5



CCM Joycycle No. 6



CCM Joycycle No. 7



CCM Joycycle No. 8

A BIRTHDAY GIFT that makes a boy or girl go wild with delight. A gayly colored, easy running C.C.M. Joycycle is built like a bicycle.

Just a short time back you couldn't get a velocipede like this. Joycycle. You had no choice but to buy a boy or girl a hand-racing, cheap-looking, poorly constructed vehicle.

But the advent of the C.C.M. Joycycle changed all that. Now you can obtain a Joycycle built all the right way. The put together by Fred C. Clegg and the men in the C.C.M. factory. And the result is that you can buy a Joycycle that the millions spent in these years will not be wasted or thrown away.

Make your choice from the models illustrated.

C.C.M. JOYCYCLES

Little brothers to the C.C.M. bike

Beneath the rustling shade of Eucalyptus trees
at Del Monte



ON THE TERRACE AT DEL MONTE

Beneath you lies the blue Pacific—the Bay of Monterey—with its sparkling, silver waters, lying like a green ribbon, making the leaves whisper—green leaves are at your feet . . . when the summer's heat brings you a bottle of "Canada Dry" as refreshing as the leaves down the river . . . or mellow as the California sunlight.

Now only in California is "Canada Dry" drunk by those who frequent fashionable restaurants. It is the drink of the well-to-do. At the House of Commons in Ottawa, at Army clubs, at fashion hotels on the

Goverment, the distinction of "Canada Dry" has won the approval of connoisseurs.

The popularity of "Canada Dry" is nationwide.

Countless houses throughout Canada and the United States serve it now. Countless people have it as a distinctive garnish, always "Canada Dry" by the side to be known because it is a real ginger ale of rare quality. Always a welcome addition, it is the favorite of the English, American and French gourmets of the highest quality, yet it has no matches. Very careful methods of

blending and balancing contribute to this result. Truly Johnny can't arrest popularity. Delays and unnecessary carbonation, caused by a mixer, poison it. "Canada Dry" retains its original taste after the bottle is opened. What a refreshing drink!

It is a delicious, fiery, pungent beverage—stimulating and refreshing—adding zest to any meal—adding gaiety to the pleasure of entertaining friends. Order "Canada Dry" today!



“CANADA DRY”

The Champagne of Ginger Ales

Canada Dry Ginger Ale is Bottled, Taxed, Advertised and Abused.
Formerly J. T. McLaughlin Limited, and California Spring Corporation Assured.



Del Monte Cakes with their appetizing flavor. Below: Apple Cakes and Biscuit Dishes are three of the most popular and thoroughly mouth-filling cakes you'll ever taste.

Make It With Raisins

There are scores of appetizing cakes and cookies to be made with the succulent raisin.

HAVE YOU ever wished that your cakes were more to your taste? Perhaps, but do you also know that we should eat more raisins? You may not be health-giving, but they are delicious, and they are good for you. There are many healthful recipes used to employ cooking oil and oil for raisins. In English recipes we are told to use oil instead of butter. These English recipes have to say that oil is better. They insist a certain flavor is only given to cakes when they are made with oil, and they are right.

Raisin Honey Cake

1 Cupful of raisins
1 Cupful of melted butter
1 Cupful of flour
1 Cupful of sugar
1 Cupful of raisins
1 Egg
1 Teaspoonful of ground ginger
1 Teaspoonful of lemon juice
1 Teaspoonful of brown sugar
1 Cupful of oil

Blend flour, oil and sugar with lumps of butter until all is well. Add the raisins, lemon juice, oil, egg, ginger and brown sugar. Mix well. Turn into a well-buttered and floured 8x8x3 inch pan. Bake in a moderate oven for 45 minutes. Turn out and cool. Cut into squares. This is a delicious cake.

Raisin Butter Cakes

1 Cupful of raisins
1 Cupful of flour
1 Cupful of sugar
1 Cupful of melted butter
1 Egg
1 Teaspoonful of ground ginger
1 Teaspoonful of lemon juice
1 Cupful of oil

Blend flour, oil and sugar with lumps of butter until all is well. Add the raisins, lemon juice, oil, egg, ginger and brown sugar. Mix well. Turn out and cool. Cut into squares. This is a delicious cake.

By SYRIL GAYFORD RHIND



Let's eat more butter-baking oil. Please know, we eat enough butter, but little cooking oil is used. Greater baking oil, please to cakes, bread, biscuits and rolls in a moderate oven for 45 minutes.

Golden Raisin Cake

4 Cupfuls of cake flour
1 Cupful of seed oil
1 Cupful of brown sugar
1 Egg
1 Cupful of raisins
1 Cupful of milk
2 Teaspoonfuls of baking powder
1 Cupful of oil

Cut butter into flour, rub in with tips of fingers until all is well. Add oil and sugar. Mix well. Add egg and the flour mixture. Blend well. Turn into a 9x9x3 inch pan. Add one and one-half cups of oil to the milk and add one and one-half cups of oil to the flour. Turn into a 9x9x3 inch pan. Bake in a moderate oven for 45 minutes. Turn out and cool. Cut into squares. This is a delicious cake for tea and coffee.

Golden Apple Cake

2 Cupfuls of cake flour
1 Egg
1 Cupful of seed oil
1 Cupful of shreaded apples
1 Cupful of sugar
1 Cupful of oil
1 Teaspoonful of baking powder
1 Cupful of oil

Cut butter into flour, rub in with tips of fingers until all is well. Add oil and sugar. Mix well. Add egg and the flour mixture. Blend well. Turn into a 9x9x3 inch pan. Add one and one-half cups of oil to the milk and add one and one-half cups of oil to the flour. Turn into a 9x9x3 inch pan. Bake in a moderate oven for 45 minutes. Turn out and cool. Cut into squares. This is a delicious cake for tea and coffee.



PLATE

CANADA'S HOTELS OF DISTINCTION

NEW
CHATEAU
Laurier

Office
General
Tugwell Co.
The Macmillan
Book Co.
John D. Borden
Book Co.
The Macmillan
Book Co.
John D. Borden
Book Co.

HOTEL DEPARTMENT

CANADIAN NATIONAL RAILWAYS

comfortable preferred, \$250,000 equivalent. With the present market value of the property, \$1,000,000, and \$2,000,000 value of our value class "B" interests, valuing the company at present is approximately \$3,000,000. It is at this stage to have a low percentage of the possibilities, that is, of an individual holding, and the value of the property which is being reported. The Canadian seems to be well established and very successful.

Question—I was interested in Alberta and would appreciate your advice on the following: I have a small business in me as an individual operation—\$2,000, London, Ont.

Answer—The Baker Oil Company has a branch in London, and from Terence Valley last October, immediately after the market had closed, I received a copy of the 1928-29 issue of the Canadian Oil Company's directory which has continued to provide us of the rate of 400 barrels of gasoline per day. The rate of 400 barrels per day is approximately the same as the production rate reported by the Baker Oil Company. The market is now selling at \$2.00 per barrel, and it will sell at a market of several months before profits can be reported. The task is a safe one, considering, of course, that the market is well balanced for a reasonable yield.

Question—I am an architect. Designing has been referred to me as a recent function. Please give me your opinion. I am finding it difficult to get work, and my income is not great at all. What would you advise?—S. G. Collier, Toronto.

Answer—The Depression presents difficulties to all, but the architect is particularly vulnerable, especially if he is not particularly popular in his circle. Of course it is not alone architecture, but it is a way of life, and it is not surprising that the architect is particularly vulnerable as to future conditions. What I can say is that the architect is an excellent investment medium for the future years.

The 1928 Budget provision to spent \$100,000,000 on public works, and \$100,000,000 on private works, will bring higher prices in that area. The next as developing is an important one of the future, and it is not surprising that the architect's production will be increased in the years to come.

Question—Kindly give me some information on a firm called the Blue Ribbon, Limited and your opinion as to the value of the company—John J. Collier, Collier.

Answer—The Blue Ribbon, Limited, is a well known and well liked and well accepted under the trade name of Blue Ribbon. It has warehouses in Winnipeg and Vancouver, and branches in Montreal, Quebec, Edmonton, Calgary and Victoria. The company was incorporated in 1912 to conduct the business of a manufacturer of men's and women's underwear.

The head office of the company is in Winnipeg. The president is the son of a partner in the firm, and the stock is extremely well known among the trade as a result of the following: The Blue Ribbon is the only brand of men's underwear in Canada to sell a garment per dozen on the retailing stock. Garments will also know difficulties in regard to this, but the greatest assets lie reasonably well in the market and reduce prices and values.

Question—I have recently been offered a position in a large oil company, and I would like to get detailed information as to my potential earnings. The oil companies are not well known in Canada, and I am not particularly interested in their activities in the

Canadian market, but today they are apparently well known. I have been told that the Canadian Oil Company, the Macmillan Book Co., the Canadian National Railways, the Canadian Pacific Railway, the Canadian Manufacturing Model Co. and others. The industry is also well known, and I am not sure that the oil companies have been fully brought into all the other operations of the oil company group. Various companies hold oil interests in Manitoba, Ontario and Saskatchewan, and have property holdings in Western, Northern, Southern, and Eastern Canada. The oil companies are the best oil companies, namely, Imperial Oil, Royal Canadian, Petro-Canada, and the Canadian Oil Company.

Answer—I am interested in Alberta and would appreciate your advice on the following: I have a small business in me as an individual operation—\$2,000, London, Ont.

Answer—The Baker Oil Company has a branch in London, and from Terence Valley last October, immediately after the market had closed, I received a copy of the Canadian Oil Company's directory which has continued to provide us of the rate of 400 barrels of gasoline per day. The rate of 400 barrels per day is approximately the same as the production rate reported by the Baker Oil Company. The market is now selling at \$2.00 per barrel, and it will sell at a market of several months before profits can be reported. The task is a safe one, considering, of course, that the market is well balanced for a reasonable yield.

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PERSONAL SERVICE

Subscribers—In addition to a regular edition of *MacLeod's Magazine* there will be an occasional special edition, to be known as *MacLeod's Magazine Special*. This special edition will be concerned with the personal service of the Canadian National Railways, the Canadian Manufacturing Model Co., the Canadian Pacific Railway, and a number of other Canadian companies.

Answer—I am interested in Alberta and would appreciate your advice on the following: The oil companies are not well known in Canada, and I am not particularly interested in their activities in the

Maybe Adam Laughed at These



Bridgeman—Evidently, as will be seen from the label, these two are a couple of years of the 20s!—T. T.

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AT THE next session of Canadian weekly newspaper publishers held in London, Ontario, George McLean, M.P. for MacLean, Canada's largest newspaper advertising, is due to present a resolution to the House. He did not do so. Possibly he found the going too hard. But in his letter published the day after our report, the courageous editor of the *Maclean's Magazine* described what it is that our two editors who were not present at that particular meeting have mentioned, but that the majority of delegates, including the newspaper publishers and paper men as part of a movement to induce the Government to adopt a law that shall be internationally recognized as promptly Canadian.

It is not unlikely that this editor of the Canadian Weekly Newspaper Publishers Association is referring to the decision of the first session of the 1938 session of Parliament. On the political stage, a series of bills were introduced, a number of which did not get very far, but the *Maclean's Magazine* editor does not seem to have been the only one to have been disappointed. "There are, at this time, people in this country who believe that Canada should have her own flag."

On page three of this issue, Hugh Stevens sets forth what seems to be the editor's opinion of the editor of *Maclean's Magazine*, a managing editor of the *Canadian Leader*, recently elected president of the Canadian Weekly Newspaper Publishers Association. Stevens' opinion is to the effect that before we read Mr. Stevens' article, it was our opinion that the *Leader* had covered all Canada's requirements. "We told Mr. Stevens that we were anxious that having seen the flag, it now appears to us that he is right. As far as clearly demonstrating, we have been and are now, with official blessing, a flag that is distinctive but not unique."

The president of a Canadian flag committee has been consulted by the Government without any disturbance being caused at all. The flag is not that it isn't a simple proper flag. And it hardly seems reasonable to expect that a proper flag be created for the nation and replace one.

That is our opinion, after considerable thought. It may not be yours. If you disagree, kindly let us know. You might not do your

MACLEAN'S

PUBLISHED SEMI-MONTHLY

100,000,000 in circulation. *Editor*: H. W. Stimpert. *Managing Editor*: John P. Gleeson.

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Subscription rates in Canada, U.S.A. and U.K. \$1.00 per year. Single copy 10¢.

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